



Serving Lewiston & Surrounding Communities

STRATEGIC PLAN

Our Compass

The Upward Niagara Chamber of Commerce is a catalyst for business growth, convener for leaders and influencers, and champion for stronger communities

Mission: To unify Lewiston & surrounding communities, and to promote it as a premiere place to live, work and play while promoting tourism, business development, quality of life and the history and culture of the region.

Vision: We represent the interests of small business, industry, and financial services, arts and culture, not for profits, tourism, religious organizations, and healthcare professionals. We are dedicated to serving our members through a diverse menu of programs and services available through our organization.

Values: **Collaboration:** The Chamber understands the importance of collaborating and building coalitions. By working together, we can build a better tomorrow.

Culture: We are unwavering in our commitment to improving the health of the business community AND the community as a whole, and we see that the two are inextricably linked.

Commitment: We have dedicated our lives and our work to achieving great things. And we understand this requires a very practical and pragmatic approach to this work

Counsel: We bring unparalleled experience and insight to everything we do. And we are a trusted guide for those working to make our communities stronger.

Connection: The Chamber excels at bringing together leaders and influencers from throughout the community to build the teams that make things happen.

Change: Creating new solutions and powering positive change for everyone in our community requires that we seek out new paths and new partnerships wherever we can.

Credibility: We enjoy a well-deserved reputation as a trusted pillar in the community, earned through years of consistent and reliable professional performance.

Current: For all the Chamber has accomplished in the past, our sole focus is on creating new opportunities for success today and a bright future tomorrow.

Courage: We stand up for what we believe in. And we are willing to fight for what's right, so our businesses can grow and our community can thrive.

Community: We are devoted to making our community a great place to live, work and raise families. Everything we are and every we do is in the service of a stronger community.

Statement on Diversity, Equity & Inclusion: We stand with the Black, Indigenous and People of Color (BIPOC). The Chamber does not tolerate racism, discrimination, or hatred and we will take proactive steps to make sure we are leading by example. Our business members and their employees come from all walks of life. We need to do more, and we will do more, and we start by listening to be a part of the change that must take place across our country and in our community. The Chamber has a culture of inclusion, which empowers our members to connect, belong, and grow together.

Updated 6/1/24



STRATEGIC PLAN Our Actions

ECONOMIC ADVOCACY: [Economic opportunity for all] **"To be the driving force behind sustainable economic growth in our community, fostering a vibrant business environment that attracts and retains businesses, generates new jobs, and creates prosperity for our residents."**

1. Support and join in on community development efforts with local entities that have similar goals
2. Identify barriers to economic development and become part of the solution
3. Expand marketing efforts to promote the region to increase revenue and opportunity

MEMBER ENGAGEMENT: [Vision] **"To be the go-to resource for our members, connecting them with valuable opportunities, resources, and networks that help them grow and thrive in our community."**

1. Increase member engagement by 10% utilizing our Growthzone CRM system
2. Increase membership number by 10% and creating a retention plan
3. Deliver greater value to members (communication, committees, etc.)

GOVERNANCE: Grow Our Leadership Bench **"To cultivate a culture of exceptional leadership and governance, empowering our board, staff, and volunteers to maximize their potential and drive the chamber's growth and success. We are committed to developing and expanding our leadership bench, ensuring a vibrant and diverse pool of talent to lead us into the future."**

1. Identify future board candidates that are willing to take on leadership roles
2. Establish new committee structure utilize task force aspect
3. Create a leadership on-boarding program for new volunteers

CHAMBER OPERATIONS: [Vision] **"To be a model of excellence in chamber operations, providing efficient, effective, and innovative services that meet the changing needs of our members and our community."**

1. Identify key performance indicators for programs
2. Develop a budget that ensures enough margin to support the mission of the Chamber
3. Maximize the Chamber's internal organizational effectiveness